MULTIMEDIA UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 2, 2015/2016**

## MLA2113 – MEDIA ANTHROPOLOGY

(All sections / Groups)

29 FEBRUARY 2016
9.00 a.m. - 11.00 a.m.
( 2 Hours )

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**INSTRUCTIONS TO STUDENTS**

1. This Question paper consists of 3 pages with 4 questions only.
2. Answer all **FOUR** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

**Question 1**

*"In the new age of Prosumers, customers actively participate in the creation and modification of products they consume and where "creation" is preferred over the consumption."*

I. Discuss what is a New Age Prosumer? (5 Marks)

II. By providing with some examples; explain the "Prosumer" dilemma and how businesses should address it? (5 Marks)

**Question 2**

I. What are the social and cultural effects of technology (e.g. transportation, communication, print and photographic technology, mass media, and many more) in introducing 'objects and art' to audiences? In your answer, refer to theories taken from Marshall McLuhan. (5 Marks)

II. Discuss the ways that mass media influences and may possibly effect the construction of personal identities. (5 Marks)

**Continued .....**

**Question 3**

*"The medium is the message" is a phrase coined by Marshall McLuhan meaning that the form of a medium embeds itself in the message, creating a symbiotic relationship by which the medium influences how the message is perceived.*

What does "The medium is the message" mean and provide with some examples to illustrate your answer? (10 Marks)

**Question 4**

Based on McLuhan "The medium is the message"; explain in detail, how can the medium be its own message? (10 Marks)

**End**